



WHAT FACTORS INCREASE THE EFFECTIVENESS OF IMPLICIT BIAS TRAINING?

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OBSERVATIONS

- In most other domains, we do not use “training” to change behaviors
- Many biases are quite explicit
- The term “Implicit Bias Training” is used to describe very different activities



FIVE FACTORS THAT INCREASE THE EFFECTIVENESS OF IMPLICIT BIAS TRAINING

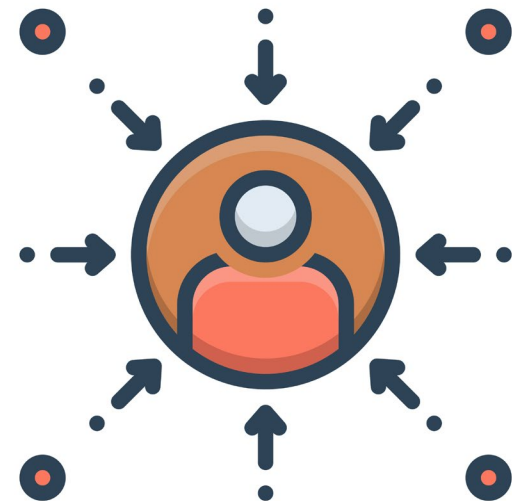


FACTOR #1

Does the training go “beyond” implicit bias (i.e., beyond the construct measured by the “Implicit Association Test”)?

→ Bias literacy (Carnes et al., 2015)

→ Specific, easy-to-implement strategies to overcome bias (Devine et al., 2017)



FACTOR #2

Does the training communicate messages that training participants are receptive to?

What doesn't work:

- Blaming people for poor race relations, making them feel guilty, telling them that they are all racist, attributing their success to “White privilege”

What works:

- Talking about the obstacles faced by members of marginalized groups
- Communicating that for everyone there are certain groups toward whom they can be more inclusive



FACTOR #3

Does the training focus on behaviors to be changed?



- Does it communicate clearly what types of discriminatory behaviors people should no longer engage in?
- Does it communicate clearly what types of inclusive behaviors people should engage in more often from now on?
- Do training participants feel empowered afterwards? [“self-efficacy”]



FACTOR #4

Does the training communicate a social norm of non-discrimination and inclusion?

- Does it make obvious that the leadership and the institution consider diversity and inclusion to be core values?
- Is it being said that most people are concerned about discrimination and systemic injustice and support the institution's pro-diversity initiatives?



FACTOR #5

Is the training tailored toward a specific “target audience?”

- One size fits all approaches don't work
- Need to find out from members of marginalized groups in your institution what needs to change so that they feel more included (climate survey)
- Need to find out from members of non-marginalized groups in your institution what needs to happen so that these changes are implemented (climate survey)



ALTERNATIVE APPROACHES

Social norms approaches → **Culture Change**
(Murrar et al., 2020, *Nature Human Behavior*)

Approaches that target organizational practices
→ **Institutional Change**

- * other panelists
- * e.g., Diversity Checklist for University Departments
<https://bit.ly/brauerdiversitychecklist>)



Thank you !

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